

## GREAT STEAK CHALLENGE FACT SHEET | 2011

---

### About the Contest

- Beringer's Great Steak Challenge is a nationwide grilling competition that will kick off its second year this Spring, proving that Steak and Wine – two of America's timeless and tastiest obsessions - really are the perfect combination.
- People across the country are encouraged to share their most creative steak recipes and wine pairings at [GreatSteakChallenge.com](http://GreatSteakChallenge.com) to win a number of fantastic prizes, plus a lifetime of bragging rights.

### Our Spokespeople

- Beringer is teaming up with Jamie and Bobby Deen to challenge everyone from local grill legends to backyard barbequers to pair their greatest steak recipes with Beringer's finest wines.
- The Deen Brothers, sons of Southern cooking queen Paula Deen and *New York Times* best-selling authors, are searching the country for this year's most unforgettable Beringer-inspired steak.
- In addition to guest judging the Great Steak Challenge Finale Grill-Off held at beautiful Beringer Vineyards in Napa Valley, the brothers are creating a virtual cookbook on the Great Steak Challenge website compiled of their favorite recipes submitted throughout the competition.

### How to Enter

- On April 1, the new Beringer Great Steak Challenge website launches and consumers are welcome to submit their most original steak recipes.
- Recipes will be judged on three major factors: taste appeal, wine pairing and simplicity.
- Thirty online entrants will be selected to advance to round two, where they'll be tasked with creating a video that highlights their master recipe pairing and grilling skills.
- Ten top finalists will be flown to Napa Valley to participate in the Finale Grill-Off on October 15, 2011, filmed to broadcast on The Cooking Channel in December.

### Prizes

- Each of the online finalists will win an all expense paid trip for two to Napa Valley for four days and three nights and a spot in the Finale Grill-Off, filmed to air on the Cooking Channel.
- AT THE FINALE:
  - The grand prize winner will win \$25,000 and a lifetime worth of bragging rights.
  - Runner-up: \$7,500
  - Second Runner-up: \$2,500
  - Third Runner-up: 1 Genesis E320 Weber Grill, valued at approximately \$699

###

For more information about Beringer's Great Steak Challenge, please visit: [www.GreatSteakChallenge.com](http://www.GreatSteakChallenge.com)

---

PHONE: (707) 963-7115 (Administration)  
(707) 967-4412 (Tour Information)  
STREET: 2000 Main Street  
MAILING: P.O. Box 111  
CITY/STATE: St. Helena, California 94574

Cindy Coppola, Ruder Finn NY  
Phone: 212-492-6493  
Email: [coppolac@ruderfinn.com](mailto:coppolac@ruderfinn.com)

#### PR Inquiries

Michelle Flores, Ruder Finn SF  
Phone: 415-692-3059  
Email: [floresm@ruderfinn.com](mailto:floresm@ruderfinn.com)